

ABSTRACT

The present invention relates to a display device, display method, a liquid crystal driving circuit, and liquid crystal driving method, which enable cholesteric liquid crystal to be driven with a low voltage. Reference voltage GNDc supplied to a column driver and reference voltage GNDr supplied to a row driver are GND (0 V). GNDr is connected to row electrodes X1 to X3, and GNDc is connected to column electrodes Y1 to Y3. In addition, switches are controlled to supply voltage (V1+V2) to GNDr in a predetermined time width. Voltage (-V1-V2) is supplied to GNDc in a predetermined time width. This applies bipolar pulses of (V1+V2) to inter-pixel-electrode portions of pixels (X1, Y1) to (X3, Y3), whereby a cholesteric liquid crystal layer enters a planar state, so that the entire surface is reset to be in the planar state. The present invention can be applied to liquid crystal display devices and driving circuits for liquid crystal display devices.